

4 LinkedIn

Assignment

In this assignment you will work, in groups of 3-4, on your LinkedIn profiles. To complete the assignment, please go through, as a group, each of your profiles and verify that they are error-free and adhere to the best practices described in class.

There are two other pieces of this assignment. First, each group needs to turn in a 2 page document which answers the following questions:

- Which person had the most difficult profile to finish?
- Which person had the easiest profile to finish?
- What problems or discussions did you get into regarding this and how were they resolved?

I will also (semi-randomly) review at least one LinkedIn profile from each team. Any errors that I find on the profile (**especially grammar**) will result in a significantly negative outcome.

Grading Rubric

To receive full credit, please turn in a well-written 2-page discussion which answers the questions above. There are a number of issues and problems that we haven't discussed in class regarding LinkedIn profile optimization that will come up in your group review. When you come across one of these issues your group should determine what the best practice is and why (and write about why you made that decision). Finally, answering the question with "Person X" didn't have a profile, so that was the hardest one to do is not sufficient.

If I find an error, no matter how minor, while randomly looking through your group's LinkedIn profile then your group's grade will be lowered by 2 letter grades.